

# OVERLAMINATED PRESSURE-SENSITIVE ADHESIVE CONSTRUCTIONS

## ABSTRACT OF THE DISCLOSURE

Overlaminated faceless PSA label constructions of this invention comprise a low material cost, thin pre laminate PSA construction having a layer of pressure-sensitive material disposed on a release surface of a removable substrate, and a nonblocking continuous film disposed over a surface of the layer of pressure-sensitive adhesive to render the pressure-sensitive adhesive tack free. An optically transparent over laminate film layer is disposed over the nonblocking continuous film, and a printed indicia is interposed between the over laminate film layer and nonblocking continuous film. The pre laminate PSA construction does not include a conventional facestock formed from paper, cardboard or plastic, and is highly conformable. The overlaminated film layer can be applied to the pre laminate faceless PSA construction by pressure lamination, via a further PSA layer interposed between continuous film and the over laminate film layer, or by heat and pressure by forming one of the continuous film or over laminate film layers from a heat-activatable material that itself forms a laminating adhesive surface. Alternatively, the over laminate film layer can be applied to the pre laminate PSA construction as a film-forming material. The overlaminated PSA construction has a sufficient Gurley stiffness to permit high-speed converting and dispensing by peel plate equipment without sacrificing the high degree of conformity provided by the underlying pre laminate PSA construction.

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